

LISTING OF CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1 - 43. (Canceled)

44. (Previously Presented) A wireless consumer transaction system for carrying out consumer transactions at a point-of-sale establishment, comprising:

 a local wireless station affiliated with a point-of-sale system for automatically detecting the transient presence of wireless cellular devices and initiating communication therewith;

 a computer communicatively coupled to the local wireless station, said computer configured to convey a menu of user options to the wireless cellular devices via the local wireless station, to receive and store responsive user selections via the local wireless station, and to determine a point-of-sale transaction price based upon said user selections; and

 a point-of-sale terminal communicatively coupled to said computer, wherein said computer conveys the point-of-sale transaction price and/or related transaction data to said point-of-sale terminal.

45. (Previously Presented) The wireless consumer transaction system of claim 44, further comprising a remote interface for communicating with a remote

processing center, whereby said computer sends a request for point-of-sale transaction approval to said remote processing center and receives a point-of-sale transaction approval response from said remote processing center in response to a request by a user to carry out a point-of-sale transaction, wherein said computer conveys a point-of-sale transaction approval indication to said point-of-sale terminal in response to said point-of-sale transaction approval response.

46. (Previously Presented) The wireless consumer transaction system of claim 45, wherein said remote processing center includes a user account from which a user may automatically draw funds for purchasing goods or services offered through the point-of-sale establishment.

47. (Previously Presented) The wireless consumer transaction system of claim 46, wherein the remote processing center is configured to permit a user to add additional funds to the user account through a user-initiated electronic transfer.

48. (Previously Presented) The wireless consumer transaction system of claim 46, wherein said remote processing center automatically deducts the transaction price from the user's account upon approval of the point-of-sale transaction.

49. (Previously Presented) The wireless communication system of claim 46, wherein said remote processing center authenticates the user or wireless cellular device before approving the point-of-sale transaction.

50. (Previously Presented) The wireless communication system of claim 49, wherein said remote processing center uses a mobile equipment identifier associated with the wireless cellular device in connection with authentication.

51. (Previously Presented) The wireless communication system of claim 49, wherein said remote processing center uses a password entered by the user via said wireless cellular device in connection with authentication.

52. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said wireless cellular devices include cellular telephones.

53. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said local wireless station comprises a short-range wireless transceiver covering a microcellular region overlapping with the coverage area of a separate cellular network with which said wireless cellular devices are registered.

54. (Previously Presented) The wireless consumer transaction system of claim 53, wherein said local wireless station is configured to automatically detect the transient presence of the wireless cellular devices by:

monitoring one or more frequencies and/or channels utilized by a base station of the separate cellular network, said base station having a coverage area overlapping with said microcellular region; and

detecting communications between the wireless cellular devices and said base station on said frequencies and/or channels.

55. (Previously Presented) The wireless consumer transaction system of claim 53, wherein said local wireless station automatically detects the transient presence of the wireless cellular devices by receiving a message from said cellular network that a given wireless cellular device is within or nearby said microcellular region.

56. (Previously Presented) The wireless consumer transaction system of claim 53, wherein, upon detecting a given wireless cellular device, the local wireless station transmits a short message to the wireless cellular device via said base station of the cellular network, said short message being in a standard short message format supported by said cellular network.

57. (Previously Presented) The wireless consumer transaction system of claim 53, wherein, upon detecting a wireless cellular device, the local wireless station communicates with the wireless cellular device over a frequency or channel not utilized by said base station.

58. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said computer is configured to automatically convey the user

selections for display on a local terminal, other than a sales terminal, to facilitate fulfillment of the user's request at the point-of-sale establishment.

59. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said computer is configured to automatically initiate authentication a user of a wireless cellular device, said authentication based at least in part upon a mobile equipment identifier associated with the wireless cellular device.

60. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said computer is configured to authenticate a user of a wireless cellular device at least in part based on a user-entered password conveyed to the computer via said local wireless station.

61. (Previously Presented) The wireless consumer transaction system of claim 44, wherein said menu of user options includes a list of items selectable for purchase.

62. (Previously Presented) The wireless consumer transaction system of claim 61, wherein said items selectable for purchase include a plurality of food items, said food items being physically available at the point-of-sale establishment associated with said point-of-sale terminal.

63. (Previously Presented) A method for carrying out consumer transactions at a point-of-sale establishment, comprising the steps of:

automatically detecting, at a local wireless station affiliated with a point-of-sale system, the transient presence of a wireless cellular device within proximity of the wireless station;

automatically initiating communication from the point-of-sale system to the wireless cellular device via the local wireless station;

receiving at the point-of-sale system, via the local wireless station, a user response entered at the wireless cellular device;

automatically conveying a menu of user options to the wireless cellular device via the local wireless station;

receiving and storing, at said point-of-sale system, user selections transmitted from the wireless cellular device via the local wireless station; and

determining a point-of-sale transaction price based upon said user selections.

64. (Previously Presented) The method of claim 63, wherein said wireless cellular device comprises a cellular telephone.

65. (Previously Presented) The method of claim 63, further comprising the steps of:

sending, from said point-of-sale system, a request for point-of-sale transaction approval to a remote processing center, said point-of-sale transaction approval including said transaction price;

receiving, at said point-of-sale system, a point-of-sale transaction approval response from said remote processing center; and displaying an indication of the point-of-sale transaction approval response on a point-of-sale terminal affiliated with said point-of-sale system.

66. (Previously Presented) The method of claim 65, wherein said remote processing center automatically deducts the transaction price from the user's account upon approval of the point-of-sale transaction.

67. (Previously Presented) The method of claim 65, wherein said remote processing center includes a user account from which a user may automatically draw funds for purchasing goods or services offered through the point-of-sale establishment.

68. (Previously Presented) The method of claim 67, further comprising the step of adding additional funds to the user account maintained at the remote processing center through a user-initiated electronic transfer.

69. (Previously Presented) The method of claim 67, wherein said remote processing center authenticates the user or wireless cellular device before approving the point-of-sale transaction.

70. (Previously Presented) The method of claim 69, wherein said remote processing center uses a mobile equipment identifier associated with the wireless cellular device in connection with authentication.

71. (Previously Presented) The method of claim 69, wherein said remote processing center uses a password entered by the user via said wireless cellular device in connection with authentication.

72. (Previously Presented) The method of claim 63, wherein said local wireless station comprises a short-range wireless transceiver covering a microcellular region overlapping with the coverage area of a separate cellular network with which the wireless cellular device is registered.

73. (Previously Presented) The method of claim 72, wherein said local wireless station automatically detects the transient presence of said wireless cellular device by:

monitoring one or more frequencies and/or channels utilized by a base station of the cellular network, said base station having a coverage area overlapping said microcellular region; and

detecting communications between the wireless cellular device and said base station on said frequencies and/or channels.

74. (Previously Presented) The method of claim 72, wherein said local wireless station automatically detects the transient presence of the wireless cellular device by receiving a message from said cellular network that the wireless cellular device is within or nearby said microcellular region.

75. (Previously Presented) The method of claim 72, further comprising the step of, upon detecting the wireless cellular device, transmitting a short message from the local wireless station to the wireless cellular device via said base station of the cellular network, said short message being in a standard short message format supported by said cellular network.

76. (Previously Presented) The method of claim 63, further comprising the step of, upon detecting the wireless cellular device, communicating between the local wireless station and said wireless cellular device over a frequency or channel not utilized by the cellular network within the microcellular region.

77. (Previously Presented) The method of claim 63, further comprising the step of conveying the user selections for display on a point-of-sale terminal, other than a sales terminal, to facilitate fulfillment of the user's request at the point-of-sale establishment.

78. (Previously Presented) The method of claim 63, further comprising the step of authenticating the user of the wireless cellular device at least in part by using a

mobile equipment identifier associated with the wireless cellular device and conveyed to the point-of-sale system via said local wireless station.

79. (Previously Presented) The method of claim 63, further comprising the step of authenticating the user of the wireless cellular device at least in part by using a password entered by the user via the wireless cellular device and conveyed to the point-of-sale system via said local wireless station.

80. (Previously Presented) The method of claim 63, wherein said menu of user options includes a list of items selectable for purchase.

81. (Previously Presented) The method of claim 80, wherein said items selectable for purchase include a plurality of food items, said food items being physically available at the point-of-sale establishment associated with said point-of-sale terminal.

82. (Previously Presented) The method of claim 63, further comprising the step of conveying the point-of-sale transaction price and/or related transaction data to a point-of-sale terminal for display thereon.